PROMOTION INITIATION PACKAGE

8/8/94

Promo ID: 707 **Description:** Cambridge January B1G1/2F
Status: Concept [PA] **Umbrella:** NONE

Promotion Month:	Jan-95		**Delivery Vehicle:**	Retail
Order Period:	10/17/94	1/13/95		
Available in Field Period:	12/19/94	1/13/95		
Delivery Period:	1/2/95	1/27/95		

Promotion Objective:

To reward Cambridge occasional and regular smokers with 5 free packs with a purchase of a carton of Cambridge. A 40 deal carton display as well as a 60 deal offer utilizing a 200 carton semi-permanent display will be available. The objectives of this promotion are to generate volume on Cambridge, reward Cambridge occasional and regular smokers, incent trial, and heighten visibility.

Brands Involved: CAMBRIDGE

Consumer Offer(s): Product
Promotion Type: Carton
Outlet Type: Carton

Consumer Objective:

Geographic Scope:

National

Trade Class: Supermarket, Mass Merchandiser

Military Participation: Yes
Assembly Requirements: Precon Assembly
Whse Assembly, Whse Display
Retail Assembly, Retail Display

Account Type: All Accounts
Special Coverage:

2040407355

Source: https://www.industrydocuments.ucsf.edu/docs/mpxm0004